

# **LIQUID CRYSTAL DISPLAY DEVICE AND MANUFACTURING METHOD THEREFOR, AND CONTROL METHOD FOR DRIVING OF LIGHTING DEVICE**

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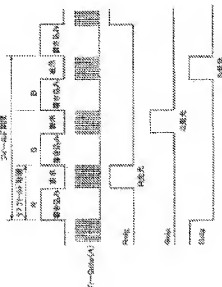
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**PROBLEM TO BE SOLVED:** To provide a liquid crystal display device capable of favorably adjusting the chromaticity of display colors and a manufacturing method there for, and to provide a control method for driving a lighting device.

**SOLUTION:** The liquid crystal display device is provided with a display driving control means for driving a liquid crystal held between each pixel electrode and a counter electrode by switching each switching element and applying voltage to each pixel electrode, a lighting means which has LEDs emitting each color light of red, green, blue and emits each color light to a liquid crystal display panel, and a lighting drive control means for making the LEDs of each color emit light in a time-division manner in synchronization with the switching of each switching element, and the LED of each color emits light in a pulse form at each predetermined duty ratio, and a duty ratio of each LED is 50% or less, and a lighting time of the LED emitting red is set shorter than any lighting time of the LEDs emitting green and blue.



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